

Institution Contact Information: (please complete all fields and fax to 617-663-6534)

COLLEGE/UNIVERSITY: _____
 BILLING ADDRESS: _____
 CITY, STATE, ZIP: _____
 STUDENT INFORMATION SYSTEM: _____
 TOTAL NUMBER OF APPLICATIONS PROCESSED ANNUALLY: _____ CURRENT APPLICATION FEE: _____

PRIMARY CONTACT NAME: _____
 TITLE: _____
 PHONE: _____
 EMAIL: _____

TECHNOLOGY CONTACT NAME: _____
 TITLE: _____
 PHONE: _____
 EMAIL: _____

Application Delivery Options:

- APPLICATION DELIVERY: ☐ **Option 1:** Printed hard copy sent to the College/University by students using MichiganCAP
☐ **Option 2:** PDF with .csv data file delivered electronically to the College/University via SuperAPP by students using MichiganCAP
☐ **Option 3:** Index PDF and PESC XML data files delivered electronically to the College/University via SuperAPP by students using MichiganCAP and students who are part of ConnectEDU's National NetworkTM for upload into the College/University's imaging and student information systems
☐ **Option 4:** Indexed PDF and PESC XML data files delivered electronically to the college via direct integration, as built by ConnectEDU in conjunction with the College/University, between SuperAPP and the College/University's imaging or student information system. Files will be sent by students using MichiganCAP and students who are part of ConnectEDU's National NetworkTM

TERM: Subscription periods are based on the annual application cycle (July 1 to June 30) with auto-renewal at term's end for successive one-year terms unless written notice is received of intent not to renew at least 30 days prior to term's end date.

PRIVACY: The College/University agrees to comply with all federal and state privacy laws regarding its use of student application data received via SuperAPP.

Pricing:

- Options 1 & 2:** Pricing is \$0 per application delivery. No set up fees apply.
- Option 3:** Pricing is \$4 per application delivery for all applications delivered between July 1, 2010 and June 30, 2011. A one-time set-up fee of \$5,000 will also apply (waived if order form is returned by June 30, 2010).
- Option 4:** Pricing is \$4 per application delivery for all applications delivered between July 1, 2010 and June 30, 2011. A one-time, custom integration fee of \$28,000 will also apply.
- SuperAPP will process and collect all application fees from students for Options 2, 3 & 4. Application fees will be remitted to the College/University on a quarterly basis (for those institutions who return their completed order form prior to June 30, 2010) minus the \$4 per application delivery fee and standard e-commerce processing fees charged by major credit card companies and PayPal. Students will mail their application fee with their printed application for those institutions using Option 1.
- Detailed reporting for the reconciliation of all applications delivered and associated fees collected via SuperAPP will be provided.

Authorized Signature:

Signature: _____ Date: _____

Print Name: _____ Title: _____

Protecting Confidential Student Information (Rider A)

General Statement of Purpose

ConnectEdu provides high schools access to Connect! for the purpose of assisting students and families with searching for, applying to and paying for college. High schools share student information with ConnectEdu to help students for these express purposes. ConnectEdu takes very seriously its responsibility regarding student information. The Company's Privacy Policy (http://www.connectedu.net/misc_privacy.html) and Terms of Use (http://www.connectedu.net/misc_terms.html) describe in detail the Company's position regarding the treatment of confidential information. In general terms, ConnectEdu never shares specific student or parent information unless expressly directed to do so by the student or parent. On occasion, the Company shares aggregate data (also known in the industry as "de-identified data"), for the purpose of analyzing trends in the admissions process. ConnectEdu operates on behalf of educational institutions in full compliance with all federal and state school privacy laws, including the Family Educational Rights and Privacy Act of 1974 (FERPA). The Company maintains an advanced, managed security perimeter for Connect!, within auditable SAS 70 Level II security standards.

Why does ConnectEdu collect student information from high schools and is that data shared?

ConnectEdu assists high school guidance professionals and administrators with the task of helping students and their families search for, apply to and pay for college. In that process, ConnectEdu collects certain student data from the school (grades, test scores, course information, extracurricular activities and other student information). When students/parents direct us to-and NOT unless specifically directed by students/parents-we will share data with relevant parties such as colleges, scholarship services or others who might help students/families with the college search and selection process. In the case of school transcript information, counselors must specifically authorize when and to whom this data can be shared. Occasionally we share aggregate (non student-specific) data for the purpose of analyzing admissions trends. Finally, ConnectEdu is continually seeking partners to assist students and families with various steps in the going-to-college process. Each partner is carefully selected based upon the partner's unique ability to assist students and families with specific solutions regarding preparing for, searching for, applying to or paying for college. Students and families always indicate to us if they are interested in interacting with our partners (see "Opt In," below). Data is never "sold" to our partners or any one else for the purposes of soliciting users.

What is FERPA and under what circumstances can data be shared?

In 1974, Congress passed the Family Educational Rights and Privacy Act (FERPA). This Act was designed to protect the privacy of confidential student information. Schools are responsible for protecting that information and for ensuring compliance with FERPA regulations. From time to time, schools share student information as part of their routine support of students and families and within the intention of FERPA. When data is shared, it must be with a person or a company with a "legitimate educational interest." Under these circumstances, that person or company is acting as an agent of the school, a designated "school official," that has been contracted to perform a special task. ConnectEdu's client high schools verify that ConnectEdu is approved to complete the "special task" of assisting the school and its students with preparing for, searching for, applying to and paying for college. In this role, ConnectEdu is permitted to receive confidential student information from the school, without the need for separate and specific parental permission.

What is PPRA and how does it impact the sharing of student information?

PPRA is short for Protection of Pupil Rights Act. Under this regulation, schools are required to adopt and comply with privacy procedures relating to the collection, disclosure or use of personal information from students if that information is sold for marketing purposes or provided to another who intends to use the information for marketing purposes. Parents of minor students, students over the age of 18 or emancipated minors must be given the option by the school to "opt out" of having their information shared for these purposes. Schools have existing PPRA privacy policies that allow for "opt outs" by appropriate parties. ConnectEdu, in its role as designated "school official" under FERPA, receives student information for the purpose of assisting students and parents with preparing for, searching for, applying to and paying for college. ConnectEdu's own privacy policies and terms of use of its website prohibit the sharing of any specific student's information without the express consent of the student or parent (and in the case of certain information such as the student's transcript, the school's guidance counselor). If a school is aware that a parent, a student age 18 or older or an emancipated minor has "opted out" under its PPRA privacy policy, the school should not provide data to ConnectEdu for that student. If ConnectEdu receives that data in error, the Company will remove the data immediately upon notification of the error by the school, student or parent.

"User Defined Online Permission" Finally, ConnectEdu is governed by two essential principles regarding the role its users play in defining their own privacy on Connect!.

1. "Opt In" versus "Opt Out": "Opt Out" has been a principle that has governed the electronic sharing of data for several years. This phrase is used to describe a methodology where a user elects declines, up front, to share ANY data. Users in an online environment typically decline participation via a "check box" on the home page. Because ConnectEdu understands that certain users prefer that none of their data be shared, the Company likewise provides for a blanket "opt out." However, ConnectEdu contends that an "opt in" process is far more useful to its users and is both more conservative and flexible than traditional "opt out" processes. An "opt in" process assumes a student doesn't want to share any student-specific data unless the student answers affirmatively to a data request regarding a particular action. For example, the Company assumes a student DOESN'T want to interact with a particular college unless the student AFFIRMATIVELY RESPONDS to a request to do so. By utilizing an "opt in" process, users can flexibly decide to share student-specific data if and when they, in their sole discretion, deem it is appropriate to do so.

2. No Advertising, No Spam Policy: The Company does not accept advertising and will never sell, rent or share contact information unless directed to do so by an individual user.